

**WCCO-TV QUARTERLY ISSUES/PROGRAMS REPORT  
PERIOD OCTOBER 1 THROUGH DECEMBER 31, 2010**

**ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD OCTOBER 1, 2010 THROUGH DECEMBER 31, 2010.**

**PROGRAM INDEX:** *"WCCO 4 News"* is a regularly scheduled half-hour newscast at 5:00, 6:00 and 10:00 p.m. Duration of stories listed in this report range from 1 to 12 minutes.

**"60 MINUTES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**"48 HOURS INVESTIGATES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**CONSUMER:** Rising Cereal Prices, Phone Cramming, Credit Card Scam

**October 21, 2010, WCCO 4 News, "Rising Cereal Prices"** – Minneapolis-based General Mills says the rising world demand for corn and other grains is pushing up commodity prices. That extra cost will be passed along to consumers who will soon see it in higher cereal prices. The company says the price hikes will be in the "low single digits" and take effect next month. Meat prices are also expected to rise because farmers feed corn and grains to their livestock. **November 10, 2010, WCCO 4 News, "Phone Cramming"** – Senator Amy Klobuchar is urging the federal government to crack down on "cramming", the practice of third parties putting unauthorized charges on a person's phone bill. Although the practice has been around for awhile, it has seen a revival because of cell phones. Senator Klobuchar said the mysterious charges often appear on the last page of a person's phone bill under the heading of "service fee" or "membership charge". She is urging the FCC to adopt new rules that would require phone bills to clearly identify third-party charges as well as requiring proof a consumer has agreed to the expenditures. She said consumers can protect themselves by checking their bills and asking their service provider about any unexplained charges.

**December 6, 2010, WCCO 4 News, “Credit Card Scam”** – If you have a Discover card, the Minnesota Attorney General, Lori Swanson, wants you to look at your monthly credit card statement. She is suing Discover, alleging that the company used deceptive and fraudulent telemarketing tactics when it enrolled thousands of Minnesotans in expensive services they never agreed to. These services were for payment protection plans, ID theft protection, lost wallet and credit score tracking. Customers complained of speed-talking telemarketers, pitching Discover card offers they say are completely unintelligible and misleading.

CRIME AND PUBLIC SAFETY: U Homecoming, Kid Left Outside Theater, Mpls. Crime

**October 1, 2010, WCCO 4 News, “U Homecoming”** – This year, homecoming at the University of Minnesota is marching to a different beat. In addition to having fun during the weekend, there is an underlying message the University wants students to be aware of. Minneapolis Police and University Police will be patrolling on and off campus. They’ll be adding extra officers along fraternity row. Two recent sexual assaults at two different fraternities are still under investigation. Police don’t believe they’re related, and while students don’t seem overly concerned, they won’t be taking any chances. The University wants students to be thorough about their safety.

**October 6, 2010, WCCO 4 News, “Kid Left Outside Theater”** - A Twin Cities dad is accused of leaving his 4-year-old son inside a mini-van, while he went to the movies. Police believe Dominick Miller was drunk when he pulled up to an Inver Grove Heights movie theater. He parked in a fire lane and left the boy in the van with the engine running while he took in a movie. Witnesses saw the boy behind the wheel, yelling for his dad. He’d been left alone for nearly 2 hours before he was brought to safety and police were called. Miller is in custody, charged with neglect of a child, a gross misdemeanor.

**December 20, 2010, WCCO 4 News, “Mpls. Crime”** - Crime in Minneapolis is at its lowest level in 25 years, according to Police Chief Tim Dolan and Mayor R.T. Rybak. Overall, violent crime is down 5 percent. Robbery, often considered to be the crime that indicates larger trends, was down by 5.2 percent compared to a year ago. There were fewer robberies in Minneapolis than any year since 1983. Aggravated assault and rape are also down this year. Although the number of homicides was up from last year, the last three years have seen the fewest homicides in 25 years. Chief Dolan gives a lot of the credit to communities and his officers.

GOVERNMENT: School Levies, Vikings Stadium, Mpls. Budget Cuts

**October 20, 2010, WCCO 4 News, “School Levies”** – Nearly one out of four Minnesota school districts are hoping voters will approve tax raises so they’re not hurt by the state’s budget problems. Seventy-nine school districts are asking voters to approve tax hikes on the November ballot. In all, the districts are asking for more than \$82 million more. To help erase the state deficit, lawmakers have taken \$1.5 billion away from schools over the last few years. Schools say costs are going up and they can’t afford to lose any more funding. **November 30, 2010, WCCO 4 News, “Vikings Stadium”** - Just one month away from a new governor and a new legislature, the Minnesota Vikings are turning up the heat for a new stadium. They’re also talking about the possibility the team could be sold. For the first time publicly, the team says it has recently been contacted by two separate buyers in Los Angeles who want to build a new football stadium there. For now, the Vikings are saying “thanks but no thanks”. Team officials have met with some of the new leaders at the capitol, including Republicans and Democrats. They’re telling the lawmakers that within 30-60 days, they are promising to unveil a stadium proposal that includes a preferred site, the cost, a local partner and funding options. **December 7, 2010, WCCO 4 News, “Mpls. Budget Cuts”** – Minneapolis Mayor R.T. Rybak and two city council members are proposing deeper budget cuts to keep property taxes from rising. The proposal is to cut another \$6.1 million of the proposed 2011 budget. The three main areas targeted are \$2 million to the Park and Recreation Board, \$1.4 million to the Public Housing Authority and \$1.1 million for Target Center capital projects. The mayor said this will mean a property tax increase of 4.7 % instead of the 6.5 to 7 percent that’s been suggested. Rybak says the cuts will only be supported if the council agrees to two other proposals. One is to freeze city employees’ wages for two years, and the other is to end the Neighborhood Revitalization Program, with that money going back into the rolls.

DIVERSITY: Somali Board Member, Mosque Open House

**November 3, 2010, WCCO 4 News, “ Somali Board Member”** - Last night’s school board election produced the first Somali immigrant elected to public office in Minnesota and possibly in the United States. Hussein Samatar will represent District 3 on the Minneapolis School Board. He came to the United States as a refugee in 1993 and learned English in less

than a year. He is the founder and CEO of the African Development Center in Minneapolis. **December 1, 2010, WCCO 4 News, “Mosque Open House”** – Dar Al-Hijrah, a Minneapolis mosque, is opening its doors in an effort to connect with its neighbors and hopes its openness will lead to better understanding between Muslims and non-Muslims. The open house is sponsored by the mosque and the Islamic League of Somali Scholars of America. For the past two years, the group has been working to tackle the threat of religious extremism. Together, they hope to let others know the fight to stop radicalism is a fight best done as one community. They want to let non-Muslims know the mosque has nothing to do with radical thinking.

HEALTH: U of M Mayo, Men Bone Loss, Aspirin and Cancer,

**October 5, 2010, WCCO 4 News, “U of M Mayo”** – The University of Minnesota and the Mayo Clinic are joining forces to try to find a cure for diabetes. The two institutions will each spend \$20-\$30 million a year researching type I and type II diabetes. They will fortify a cooperative venture that already has them sharing discoveries from their labs, and the findings of clinical trials with patients. The University already has advanced pancreas and islet cell transplant programs to restore insulin production to patients. The state has a rich and varied bio-medical device industry. All of that and many other Minnesota resources may be called into action to benefit patients and the economy. **November 3, 2010, WCCO 4 News, “Men Bone Loss”** - One out of two women will suffer a bone break related to osteoporosis, and one out of four men face the same fate. Mayo Clinic endocrinologist, Sundeep Khosia is President of the American Society for Bone and Mineral Research. He says declining estrogen is the culprit for both men and women, although the onset is much more gradual for men. Khosia says exercise and lifting weights have multiple benefits. Adding muscle and improving balance reduces the risk of a fall. Good nutrition is another key to bone health. Dr. Khosia says men should be getting 1200 milligrams of calcium a day and 400-800 units of vitamin D. **December 6, 2010, WCCO 4 News, “Aspirin and Cancer”** - New research shows that a daily, low-dose aspirin can help reduce the death rates of cancer. Researchers studied more than 25,000 people who took aspirin every day for anywhere from four to eight years. They found the longer patients took aspirin, the more beneficial it became. They found a 10 percent cut in prostate cancer deaths, 30 percent for lung cancer and 60 percent for cancer of the esophagus.

ENVIRONMENT: Restoration Grants, 3M Lawsuit

**October 19, 2010, WCCO 4 News, “Restoration Grants”** - Some of Minnesota’s most important natural resources are getting federal help with pollution control. Northeastern Minnesota, specifically, the Great Lakes area, will receive \$1.2 million. It’s part of the President’s Great Lakes Restoration initiative. The money will be used for cleaning up toxins, fighting invasive species and restoring wetlands and other habitats. This is the largest investment in the Great Lakes in more than two decades.

**December 30, 2010, WCCO 4 News, “3M Lawsuit”** - Minnesota’s Attorney General has slapped a lawsuit on one of the state’s biggest companies. Lori Swanson says 3M spent decades discarding and burying chemicals from products like Scotchguard and Teflon. Those potentially dangerous Perfluorochemicals, or PFCs, have seeped into wells and contaminated the water in Lake Elmo, Oakdale, Woodbury and Cottage Grove. The EPA says PFCs could pose a risk to human health and the environment in the long term. Some people who live in the East Metro say they won’t drink the water. The company is currently working on several projects to get rid of the chemicals in those areas.

WOMEN: Pregnancy and Flu, MN Labor Inducing,

**October 5, 2010, WCCO 4 News, “Pregnancy and Flu”** - The Centers for Disease Control says more than two-thirds of America’s seasonal flu vaccine has been shipped to clinics. Vaccine experts hope most pregnant women are among those lining up for it. Dr. John Carlo is with the University of Minnesota’s Center for Infectious Disease Research and Policy. He says it’s long been known that newborn babies arrive with some of their mother’s antibodies and disease protection. He finds new research that indicates mothers vaccinated for flu during pregnancy add to that protection.

**November 16, 2010, WCCO 4 News, “MN Labor Inducing”** – Minnesota could be the first state to try and stop doctors from inducing labor in pregnant women unless it’s medically necessary. The goal is to get more women to carry their babies to at least the 39 week point. Research has shown babies delivered early do have more health problems than those who are delivered at full term. Because of that, Minnesota’s Department of Human Services is proposing that hospitals create a plan to help reduce the number of elective labor inductions they perform.

YOUTH AND FAMILIES: Families Moving Forward, Benilde Gay Article,

**October 22, 2010, WCCO 4 News, “Families Moving Forward”** – Instead of enjoying a night in a warm, comfortable bed, hundreds of Twin Cities teens spent the night out in the cold, sleeping in cardboard boxes and tents at the State Fairgrounds to raise money for a group called “Families Moving Forward”. The group helps families in our community who are homeless. The students raised a total of \$14,000.

**November 15, 2010, WCCO 4 News, “Benilde Gay Article”** - A Twin Cities Catholic school has come under scrutiny for removing an article from the student newspaper. Sean Simonson is a senior at Benilde St. Margaret in St. Louis Park. He wrote an article called “Life as a Gay Teenager” about suicide and bullying through the eyes of a gay teenager. The article got so much attention, school officials asked that it be removed from the website. They say it caused confusion about Catholic teaching. Benilde St. Margaret says it encourages debate and discussion within the school, but it does have the right to regulate the newspaper. Rebecca Waggoner, a gay rights activist, says the school missed an opportunity to open up the dialogue on a number of issues.